

Maggie Campbell

USER EXPERIENCE DESIGNER

CONTACT ME

- +949 981 4004
- campbellmc22@gmail.com
- www.electricduckdesigns.com
- 49 Garrison Loop | Ladera Ranch CA

EDUCATION

BACHELORS OF ARTS

2003 - 2007 / Gonzaga University

UX/UI CONTINUING EDUCATION

2018 / University of California, Irvine

TECHNICAL

User Research Storytelling
User Interviews Journey Mapping
User Personas Wireframes
Prototyping Mockups
Iconography Agile
Typography PMBOK
User Interface
Decision Diagramming
Information Architecture
User Acceptance Testing (UAT)

TOOLS

Illustrator InVision
Figma Webflow
Sketch Canva
Photoshop HTML/CSS
InDesign JS/jQuery
Camtasia

WHY ME

With a passion for people, human-centered problem-solving and cracking any culture code, I strengthen teams by empowering others. I encourage the best in clients, team members, and leadership. You'll recognize me immediately from my authenticity, my enthusiasm, and my unbridled joy.

EXPERTISE & SKILLS

PERSONAL

- Collaborative gaming
- Clicker training dogs
- Writing sweeping prose
- Making friends everywhere

PROFESSIONAL

- Asking the right questions
- Tonality and Brand design
- Cutting through chaos
- Summarizing & following up

WORK EXPERIENCE

2015 - Present
electric duck designs
My kitchen, CA

- DESIGNER SIDE HUSTLE
- User Research, Insights, Branding
- Website, business card, and collateral design
- Information architecture and copy writing
- Client references available upon request

2013 - Present
Project Insight
Costa Mesa, CA

- PRODUCT CHAMPION
- Product roadmap, product interface, & interaction designs per user interviews
- Designed in-app feedback model that increased average user feedback by 900% vs previous email campaigns
- "Ticket to UI improvement initiative" resulted in 63% reduction in backlog tickets
- Lead Sprint meetings
- Usability writer for product support content on our public website, blogs, social media, etc.
- User engagement interface campaign increased user Help Center engagement by 33%
- Research, test, and advise on industry software trends, behaviors, and practices
- Scope and design integrations, custom reporting, and new features

2008 - 2013
Chase Bank
Laguna Niguel, CA

- ASSISTANT BRANCH MANAGER
- Promoted from Teller to Sales Assistant to Assistant Branch Manager
- Managed 18 employees for accuracy and sales
- Delivered corrective action and performance reviews
- Built long-lasting customer relationships
- Encouraged career development and created personal action plans with employees